

Message Text

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47

ACTION EA-07

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FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 4506

UNCLAS MANILA 7318

E.O. 11652: N/A

TAGS: BFOL, RP

SUBJ: WTDR/FTI - AVENUE ELECTRICAL SUPPLY COMPANY

REF: UNCLAS USDOC 7276

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. AVAIUE ELECTRICAL SUPPY COMPANY

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 2142 MANILA; 248-252 ROOSEVELT AVE., SAN FRANCISCO
DEL MONTE

6. QUEZON CITY, PHILIPPINES

7. ESTBL: 1946 8. EMPL: 25 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 05/74

13A. 36300/235 INDENT, DIST. & IMP. HOUSEHOLD ELECTRICAL
APPLIANCES

13B. 36512/0235 INDENT, DIST. IMP. & ASSEMBLES TELEVISION SETS

13C. 36514/235 INDENT, DIST. & IMP. STEREO SETS

13D. 36341/235 INDENT, DIST. & IMP. ELECTRIC FANS

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13E. 36480/235 INDENT, DIST. & IMP. LIGHTING EQUIPMENT

13F. 36990/235 INDENT, DIST. & IMP. ELECTRIC TESTERS

13G. 36489/235 INDENT, DIST. & IMP. SEARCHLIGHTS AND
FLOODLIGHTS

13H. 36350/235 INDENT, DIST. & IMP. VACUMN CLEANERS

13I. 36393/235 INDENT, DIST. & IMP. FLOOR POLISHERS

13J. 35462/235 INDENT, DIST. & IMP. ELECTRIC DRILLS

13K. 34233/235 INDENT, DIST. & IMP. SOLDERING GUNS

13L. 39999/235 INDENT, DIST. & IMP. CLIPPERS AND VI-
BRATORS

14. OFFICER: JOSE TANGCONKONG, PRES. & GEN. MGR.

15. CABLE: "AVESCO" MANILA 16. TELEX: 7382 AES PH -
RCA

17. PHONE: 97-72-52 & 99-05-06

18. FINANCIAL REFERENCES: FIRST NATIONAL CITY BANK AND
ASSOCIATED BANKING CORPORATION, BOTH MANILA, PHILIPPINES.
TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: SIMPSON ELECTRIC
COMPANY, CHICAGO, ILLINOIS, ELECTRIC TESTERS; S & M LAMP
COMPANY, LOS ANGELES, CALIFORNIA, SEARCHLIGHTS, FLOOD-
LIGHTS; AMERICAN LINCOLN, OHIO, VACUUM CLEANERS, FLOOR
POLISHERS; ROLDAN PRODUCTS CORPORATION, ST. LOUIS, MISSOURI,
FLOURESCENT LIGHTS, ARCHITECT AND FLOATING LAMPS; WAHL CLIP-
PER, STERLING, ILLINOIS, CLIPPERS, VIBRATORS; AMPROBE INSTRU-
MENTS, LYNBROOK, NEW YORK, ELECTRONICS MULTI-TESTERS, TESTING
INSTRUMENTS, VOLT-AMMETER-CHMETERS, WEN PRODUCTS, CHICAGO,
ILLINOIS, ELECTRIC DRILLS, TOOLS, SOLDERING GUNS; NIPPON
ELECTRIC CO. LTD., TOKYO, JAPAN, TELEVISION SETS; EXCLUSIVE
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AGENCIES ACQUIRED SEVERAL YEARS AGO.

20. POST'S EVALUATION OF FIRM: OFFICE AND STOCKROOM MAIN-
TAINED IN QUEZON CITY WITH CONTACT OFFICE IN 653-655 RIZAL
AVENUE, STA. CRUZ, MANILA, PHILIPPINES. IMPORTS, INDENTS
AND DISTRIBUTES HOUSEHOLD ELECTRICAL APPLICANCES, ELECTRICAL
EQUIPMENT AND SUPPLIES AND RELATED ITEMS. ALSO ASSEMBLES
AND DISTRUBUTES TELEVISION SETS UNDER LICENSING AGREEMENT

WITH FIRM IN JAPAN. REQUIREMENTS OBTAINED FROM LOCAL AND FOREIGN SUPPLIERS. MERCHANDISE MARKETED THROUGH SEVERAL DEALERS AND BY 4 SALESMAN COVERING GREATER MANILA AREA. OFFICERS CONSIDERED COMPETENT AND RELIABLE. AS OF SEPTEMBER 30, 1973 TOTAL ASSETS P6 MILLION, NET WORTH P2.3 MILLION, SALES P8.9 MILLION WITH NET INCOME P302 THOUSAND. CREDIT REPUTATION, SATISFACTORY. RECOMMENDED AS TRADE CONTACT FOR INTERESTED AMERICAN BUSINESSMEN.
SULLIVAN

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Disposition Event:
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